Permit #F00054434

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00054434 **Type of Permit:** FILMING **Release Date:** 07/24/2012

Production Company KIDS AT PLAY MEDIA

Insured Company Name KIDS AT PLAY MEDIA
Contact Phone No. 1 323-782-8500
Contact Phone No. 2
Fax
Address 536 NORTH CROFT AVENUE
LOS ANGELES, California 90048

Production Title PURINA

Type of Production TV Webisode/Mobisode/Podcast

Producer Jason Berger

Director Lauren Parmigiano

1st AD N/A N/A

Production Manager Amy Laslett

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Amy Laslett
Primary Phone Mobile - 916-955-0158
Secondary Phone Office - 323-462-8100

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00
LA COUNTY - ROAD USE FEE	$319.00
LA COUNTY ROAD APPLICATION FEE	$144.00
LA COUNTY-ENCROACHMENT PERMIT PROCESSING FEE	$264.00

Total Permit Fee $1,634.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

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Production Company KIDS AT PLAY MEDIA
Insured Company KIDS AT PLAY MEDIA
Production Title PURINA

Location Manager Amy Laslett
Primary Phone Mobile - 916-955-0158
Secondary Phone Office - 323-462-8100

Location Address Cornell Rd, Mulholland Hwy - Wagon Rd, Unincorporated Los Angeles County, CA, 91301

Location Type Road

Film Dates 7/25/2012 - 7/25/2012 15:30 - 19:30 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
May not interfere with adjacent traffic lanes
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No steps from trailers, trucks or motorhomes may be facing road
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document KidsAtPlay.Purina.54434.AL2.pdf

Equipment on Location

Type	Quantity
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	10
LA County Field Inspection	1
Sheriff/CHP	2

Filming Activities Camera in car; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Picture bus;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Approvals LOS ANGELES COUNTY ROAD DEPARTMENT - WESTCHESTER Quiana Street

Coordinator Note No stopping/setting up/parking in front of merchants without prior approval
No blocking of exits/entrances/driveways

Coordinator Note 1708-65 / FI

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Kids at Play ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 7/24/12

Cindy Kaplan

Representative's Signature

Cindy Kaplan

Representative's Name (Please Print)

Production Coordinator

Representative's Title (Please Print)

Kids at Play

Name of Principal (i.e. company name) (Please Print)

959 Cole Ave

Los Angeles CA

90038

Principal's Mailing Address (Please Print)

323-462-8100

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
1481 E. 4th Street
Los Angeles, CA 90033
Ph. 323-260-4777 Fx. 323 415 6180

NOT A PERMIT